

CONTRACT



KTXL-TV
4655 Fruitridge Road
Sacramento, CA 95820-5299
(916) 454-4422

And:

Gateway Media
2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

<u>Contract / Revision</u> 385074 /		<u>Alt Order #</u>
<u>Product</u> General Election		
<u>Contract Dates</u> 10/08/12 - 11/06/12	<u>Estimate #</u> 168	
<u>Advertiser</u> Bill Berryhill / Rep / Senate		<u>Original Date / Revision</u> 09/04/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Kasey Petritsch	<u>Sales Office</u> Sacramento - K
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 100.60
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	40	10/29/12	11/02/12	FOX 40 Live @ 6a	6a-7a		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$250.00	0.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	40	10/29/12-11/04/12	FOX 40 Live @ 6a	6a-7a	MTuWThF----	:30		\$250.00	0.60	NM		
	Credited												
N 2	40	10/29/12	11/02/12	9a-10a News	9a-10a News		:30				NM	5	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$170.00	0.50			
N 3	40	10/29/12	11/02/12	M-F 7p-730p	7p-730p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$1,000.00	1.40			
N 4	40	10/15/12	10/19/12	M-F 730p-8p	M-F 730p-8p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				1	\$1,000.00	2.00			
N 5	40	10/28/12	11/04/12	Su 6p-7p	Su 6p-7p		:30				NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$550.00	1.00			
Week:		10/29/12	11/04/12	-----S				1	\$550.00	1.00			
N 6	40	10/15/12	10/19/12	NLCS on FOX	VARIOUS		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$7,500.00	7.50			
N 7	40	11/02/12	11/02/12	Fri Prime A	8p-9p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$3,000.00	3.10			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	40	10/29/12-11/04/12	Fri Prime A	8p-9p	-----F----	:30		\$3,000.00	3.10	NM		
	See MG 7.2												
	2	40	10/29/12-11/04/12	Fri Prime A	8p-9p	-----F----	:30		\$3,000.00	3.10	NM		
	Ⓜ MG for 7.1 11/02												
N 8	40	10/26/12	11/02/12	Fri Prime B	9p-10p		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$3,000.00	3.40			
Week:		10/29/12	11/04/12	----F--				1	\$3,000.00	3.40			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract / Revision</u> 385074 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 11/06/12	<u>Product</u> General Election	<u>Estimate #</u> 168
<u>Advertiser</u> Bill Berryhill / Rep / Sena		<u>Original Date / Revision</u> 09/04/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 9	40	10/27/12	11/03/12	Prime Following Sports	Sa 830p-9p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00	0.60			
N 10	40	10/27/12	11/03/12	Prime Following Sports	Sa 9p-10p		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$800.00	1.00			
Week:		10/29/12	11/04/12	-----S-				1	\$800.00	1.00			
N 11	40	11/04/12	11/04/12	Su Prime A	659p-8p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,000.00	1.00			
N 12	40	10/29/12	11/04/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30				NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFSS				5	\$1,700.00	2.10			
N 13	40	10/26/12	11/02/12	KTXL Sports Special	Final Quarter		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$400.00	0.60			
Week:		10/29/12	11/04/12	----F--				1	\$400.00	0.60			
N 14	40	10/29/12	11/02/12	M-F 11p-1130p	11p-1130p		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT---				4	\$400.00	0.70			
N 15	40	10/15/12	10/19/12	M-F 12a-1230a	12a-1230a		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$150.00	0.50			
N 16	40	10/22/12	11/02/12	M-F 12a-1230a	12a-1230a		:30				NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$275.00	0.50			
N 17	40	10/08/12	10/19/12	M-F 1230a-1a	1230a-1a		:30				NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$150.00	0.40			
Week:		10/15/12	10/21/12	MTWTF--				5	\$150.00	0.40			
N 18	40	10/29/12	11/02/12	M-F 1230a-1a	1230a-1a		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$225.00	0.40			
N 19	40	10/13/12	10/20/12	Sa 11p-12m	11p-12m		:30				NM	2	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$175.00	0.80			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	40	10/08/12-10/14/12	Sa 11p-12m	11p-12m	-----Sa--	:30	\$175.00	0.80	NM		
		See MG 19.3											
		3	40	10/08/12-10/14/12	Sa 11p-1a	1130p-1230a	-----Sa--	:30	\$175.00	0.80	NM		
		Ⓜ MG for 19.1 10/13											
Week:		10/15/12	10/21/12	-----S-				1	\$175.00	0.80			
N 20	40	10/27/12	11/03/12	Sa 11p-12m	11p-12m		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$250.00	0.80			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	40	10/22/12-10/28/12		Sa 11p-12m	11p-12m	-----Sa--	:30		\$250.00	0.80	NM				
See MG 20.3,20.4															
3	40	10/22/12-10/28/12		Sa 11p-12m	11p-12m	-----Sa--	:30		\$250.00	0.80	NM				
Ⓜ MG for 20.1,20.2															
4	40	10/29/12-11/04/12		Sa 11p-12m	11p-12m	-----Sa--	:30		\$250.00	0.80	NM				
Ⓜ MG for 20.1,20.2															
Week:		10/29/12	11/04/12	-----S-				1	\$250.00	0.80					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	40	10/29/12-11/04/12		Sa 11p-12m	11p-12m	-----Sa--	:30		\$250.00	0.80	NM				
See MG 20.3,20.4															
N 21	40	10/27/12	11/03/12	M-Sun 1-2a	1-2a		:30				NM	2	\$300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-				1	\$150.00	0.40					
Week:		10/29/12	11/04/12	-----S-				1	\$150.00	0.40					
N 22	40	10/14/12	10/21/12	Su 11p-12a	11p-12a		:30				NM	2	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S				1	\$200.00	0.60					
Week:		10/15/12	10/21/12	-----S				1	\$200.00	0.60					
N 23	40	10/28/12	11/04/12	Su 11p-12a	11p-12a		:30				NM	1	\$275.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00					
Week:		10/29/12	11/04/12	-----S				1	\$275.00	0.60					
N 24	40	10/14/12	10/21/12	Su 12a-1a	12a-1a		:30				NM	2	\$300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S				1	\$150.00	0.40					
Week:		10/15/12	10/21/12	-----S				1	\$150.00	0.40					
N 25	40	11/04/12	11/04/12	Su 12a-1a	12a-1a		:30				NM	1	\$225.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S				1	\$225.00	0.40					
N 26	40	10/20/12	11/03/12	College Football Early	Early Game		:30				NM	5	\$7,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-				2	\$1,500.00	3.20					
Week:		10/22/12	10/28/12	-----S-				1	\$1,500.00	3.20					
Week:		10/29/12	11/04/12	-----S-				2	\$1,500.00	3.20					
N 27	40	10/13/12	11/03/12	College Football Late	Late Game		:30				NM	6	\$6,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-				2	\$1,000.00	3.10					
Week:		10/15/12	10/21/12	-----S-				2	\$1,000.00	3.10					
Week:		10/22/12	10/28/12	-----				0	\$0.00	0.00					
Week:		10/29/12	11/04/12	-----S-				2	\$1,000.00	3.10					
N 28	40	10/21/12	11/04/12	Su 8a-9a	8a-9a		:30				NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S				1	\$250.00	0.70					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	40	10/15/12-10/21/12		Su 8a-9a	8a-9a	-----Su	:30		\$250.00	0.70	NM				
Credited															
Week:		10/22/12	10/28/12	-----S				1	\$250.00	0.70					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	40	10/22/12-10/28/12		Su 8a-9a	8a-9a	-----Su	:30		\$250.00	0.70	NM				
Credited															

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S				1	\$250.00	0.70				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	3	40	10/29/12-11/04/12	Su 8a-9a	8a-9a	-----Su	:30		\$250.00	0.70	NM			
Credited														
N 29	40	11/04/12	11/04/12	NFL Pregame 9a-10a	Su 857a-10a		:30				NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S				1	\$1,800.00	2.40				
N 30	40	10/16/12	10/21/12	NLCS on FOX	M-Su 5-8p		:30				NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--				1	\$7,500.00	0.00				
Totals										100.60			80	\$65,825.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	35	\$32,625.00	\$27,731.25
10/29/12 - 11/04/12	45	\$33,200.00	\$28,220.00
Totals	80	\$65,825.00	\$55,951.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.